



Breakthrough Business Negotiation: A Toolbox for Managers

Michael Watkins

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"Breakthrough Business Negotiation" is a definitive guide to negotiating in any business situation. This smart and practical book by Michael Watkins, a leading expert in negotiation at Harvard Business School, presents principles that apply to any negotiation situation and tools to achieve breakthrough results. Step by step, "Breakthrough Business Negotiation" demonstrates how to diagnose a situation, build coalitions, manage internal decision making, persuade others, organize a deal cycle, and create strategic alliances. Watkins also explains how to prevent disputes from poisoning deals.



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